

MM93-48

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June 2, 1993

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JUN 07 1993

Office of the Secretary  
Federal Communications Commission  
Washington, DC 20554

FCC MAIL ROOM

Dear Sirs:

I am an independent television producer and one who is interested in creating "Core" children's programming to fulfill the definition of "Educational and Informational programming" suggested by the CTA. I am pleased that the FCC, in MM Docket No. 93-48 dated March 2, 1993, in the matter of Policies and Rules Concerning Television Programs, is finally coming to grips with the realities of producing quality television programming for children.

In Footnote 11 you acknowledge the possibility that program suppliers may not yet have made available significant amounts of standard length programming expressly directed to the educational and informational needs of children because the obligation to air it and the demand generated by that obligation are relatively recent developments.

To the extent that this "supply shortage" explains the slow growth to date of "Core" children's programming by broadcasters, we seek specific comment on whether the supply of such "Core" programming will resolve itself as long as broadcasters clearly understand and express their children's programming needs.

As a producer, I have contacted several of the Network affiliates and have met great resistance to developing an educational television show for children. Most programmers are concerned about CTA, but don't feel they must act because the FCC has left so many loopholes open for them.

By your own admission, you dropped enforcement by allowing stations not to log their CTA shows. This is a bad idea because, human nature being what it is, a programmer will likely falsify statements to the FCC because they have no reason to be called upon to publish proof of compliance.

You feel the public should monitor this. Most people are not even aware of the CTA, and assume that Public Broadcasting is where the children's educational programming is to be found. You cannot logically ask the public to do your job for you, especially when the general public doesn't even know the job exists! The public pays you to enforce TV station legislation.

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I believe your definition of CTA should state:

"All Broadcast stations must provide 4 hours of children's educational television per week. One hour of this must be locally produced and/or produced within an owner group of stations."

The FCC would create a supply of CTA programs by tightening its regulations and defining a station's right to renew based upon a point system.

Here is a suggested example. It would take 900,000 documented points to hit a required CTA level per year.

	Pts.
Original PSA for children	40 per
Airing original PSA (each time)	5 per
Creating 5 minute vignettes	1100 per
Airing vignettes	50 per
Creating original 30 minute CTA shows (13 week series)	20000 per
Airing 30 minute shows	5000 per
Outside produced Network CTA shows	10000 per
Airing	5000 per

With a Point System, you would:

1. Create more children's educational programming.
2. Define a fair system.
3. Get compliance.
4. Open up new opportunities for children's performers.

Definition of CTA should be limited to "subjects of education and information." This would encourage the production of "theme shows" or vignettes based upon approved subjects. The definition would be broad enough to allow for creative development of these themes and subjects using a variety of media methods.

Examples of educational topics and themes:

1. History
2. Geography (US and World)
3. Math
4. Science
5. Language (English and foreign)
6. Travel
7. Computers

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8. Business
9. Local events/community interest
10. Local community social studies
11. Social issues (problems, possible solutions)

I believe the FCC should freeze cartoons out of the CTA standard for a period of three years. Cartoons should be considered as merely entertainment in light of CTA standards, and not be allowed to count as points toward fulfilling CTA requirements and license renewal.

This would cause new shows to be created, expanding the area of live children's talent, education and original locally generated shows.

Standards could be relaxed once the industry is established and CTA is part of the television community normal programming.

It is in your hands. CTA can be a great new industry or you can kill it by leaving too many loopholes open.

I would like to comment that producers should be allowed to "pitch" videos, cassette tapes, appearances of the TV star, etc., in their shows. This is an additional source of revenue to help finance the production of these shows.

Thank you for your time,

Sincerely,



Daniel R. Porter  
Producer

P.S. To date, no broadcast station I have contacted with affiliates from ABC, NBC, CBS, Fox TV have public documents listing their CTA shows. This is proof the FCC must take action to insure compliance.

MM93-48

314 Monument Ave  
Malvern, PA 19355  
June 4, 1993

Children's TV  
MM Docket 93-48  
Secretary  
Federal Communications Commission  
Room 222  
1919 M St. NW  
Washington, D.C. 20554

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JUN 17 1993

FCC - MAIL ROOM

Dear friends,

You have a serious job ahead of you to make an educational tool out of a potential short fuse time bomb that TV is now.

Children model what they see. And what they see is intensely damaging to a mature value system. Violence destroys family life, community life and the caring, loving, nurturing qualities each person needs to contribute positively to a stable society.

Obviously, the TV industry is incapable of controlling itself when 1,846 individual acts of violence occur on children's TV in one 18 hour time span in Washington DC in April 1992. The FCC must set up tougher rules for the T.V. industry.

We do not have a TV or VCR in the house as we are too busy to allow ourselves to waste time over advertisements or to become addicted to silly talk shows and wordy news programs. <sup>not to mention the ever present sex + violence</sup> The world news is more clear and concise on short wave radio with Christian Science Monitor or the BBC.

The FCC has a responsibility to all children, many of whom never graduate from high school. TV interferes with their learning to read and enjoying it.

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List A B C D E

The U.S. is falling behind the rest of the world in new non-military scientific discoveries. Can you produce scientific programs that challenge children to keep studying, reading, thinking, writing, developing concepts?

Provide stories of men and women who changed their world. People who struggled over great odds without the issues of sex and violence: explorers, scientists, handicapped, teachers, doctors, inventors, nurses, pilots - the list goes on and on.

Provide breaks in TV to remind kids to do their homework, to get out and exercise, to cut out junk food and eat healthful food.

Demand a reduction in ads for junk food that is causing cancer.

TV could easily teach a wholesome life style to the millions of children when the parent (parents) is working to support the family, often giving very little guidance to the children.

If the FCC can bring about change in TV fare, you may just save the American culture from spontaneous combustion.

Sincerely,

Doris H. Mickelson

Are there courses on TV to help adults qualify for a high school diploma?